

ABSTRACT OF THE DISCLOSURE

The present invention relates to a process for preparing a microencapsulated pigment, which comprises adding a polymerizable surfactant having a hydrophilic group, a hydrophobic group and a polymerizable group, a polymerization initiator and an aqueous medium to a wet pigment, and conducting emulsion polymerization to encapsulate pigment particles with a polymer. Also disclosed are a microencapsulated pigment obtained by using this preparation process and an ink for ink jet recording containing at least the microencapsulated pigment and water.